

ROLE OF THE MEDIA

Report the truth

- Be a watchdog of the political and electoral process.
- Ensure accurate, balanced and impartial coverage of the news. Make sure the news content is substantiated, accurate, complete and in context.
- Do not assumptions. Check facts, and make a good faith effort before publication to get the comments from the persons or organizations involved.
- Seek solutions along with exposing problems and corruptions.
- Use neutral words to ensure impartial, dispassionate reporting. Be careful with technical terms, statistics, estimates and election results. Be careful with technical terms, statistics, estimates and election results. Be careful with headlines and make sure they reflect the facts of the story.
- Avoid inflaming emotions over controversial issues.
- Label opinions and personal interpretations as such, and limit opinions and editorials to the editorial pages.
- Label advertising clearly so it is not confused with the news.
- Be honest and honest in the way the news is gathered, reported and presented. Do not lie or fabricate. Do not pretend to be a police officer, public official or anyone other than a journalist in pursuing a story. Do not plagiarize. Do not alter photographs or graphics to mislead the public.
- now.

Act independently

- Avoid conflict of interest by refusing to accept gifts, favours or other benefits from anyone being covered in an article or from newsmakers, politicians or other journalists.
- Avoid being influenced by advertisers on the content of your reporting.
- Do not give favourable rates to one political advertiser and not others.
- Do not give money for sources or stories.

